

County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 countyconnection.com

**BOARD OF DIRECTORS
MEETING AGENDA
Thursday, October 24, 2024
9:00 a.m.**

The Board Meeting will be held in-person

**County Connection Board Room
2477 Arnold Industrial Way, Concord, California**

Staff and members of the public may attend in-person or participate remotely via Zoom at:

<https://us02web.zoom.us/j/85399133311>

Or One tap mobile :

US: +16699006833,,85399133311# or +14086380968,,85399133311#

Or Telephone:

Dial(for higher quality, dial a number based on your current location): +1 408 638 0968

Webinar ID: 853 9913 3311

Please Note the following COVID-19 Protocols for in-person attendance:

Visitors experiencing the following symptoms of COVID-19 may not enter the building:

- Cough
- Chills
- Sore Throat
- Shortness of Breath
- Muscle Pain
- Loss of Taste or Smell
- Fever

Public comment may be submitted via email to: hill@cccta.org. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the Board of Directors before the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that will be provided to the full Board.

Oral public comments will also be accepted during the meeting in person and through Zoom* or the teleconference number listed above.

Should Zoom not be operational, please check online at: www.countyconnection.com for any updates or further instruction.

The County Connection Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Confirm Quorum
3. Public Communication
4. Consent Calendar
 - a) Approval of Minutes of Regular Meeting of September 19, 2024*
 - b) FY 2024-25 SB1 State of Good Repair Funds*
Resolution No. 2025-12*
5. Report of Chair
6. Report of General Manager

Under this item, the General Manager will report on matters of relevance to CCCTA including, but not necessarily limited to, the following:

- a) Recognition of Retired Employees
 - b) Electric Bus Update
 - c) Transportation Revenue Measure Update
 - d) Potential Board Workshop Discussion
 - e) Naming of the County Connection Administration Building
 - f) Upcoming Thanksgiving Feast on November 21, 2024
7. Report of Standing Committees
 - a) Marketing, Planning & Legislative Committee
 - 1) Bus Advertising Contract*
Resolution No. 205-013*
(The MP&L Committee and staff request Board approval of Resolution No. 2025-13, which will authorize the General Manager or designee to execute a contract with Lamar Transit, LLC for bus advertising services consisting of full coverage advertisements on no more than 20% of CCCTA's fleet for a three-year base term with up to two additional one-year option terms.)
 - 2) Summer Youth Pass Report – Information Only*
(Staff will provide an update on the Summer Youth Pass Program.)
8. Board Communication – (Directors are limited to providing information, asking clarifying questions about matters not on the agenda, responding to public comment, referring matters to committee or staff for information, or requesting a report to be made at another meeting.)
9. Next Meeting Date: November 21, 2024
10. Closed Session:
Conference with Legal Counsel – Existing litigation
Pursuant to Government Code Section 54956.9(a)
Juan Ruiz v. CCCTA
11. Open Session:

12. Adjournment

*Enclosure

**It will be available at the time of the Board meeting.

***For Board members only

General Information

Public Comment: If you wish to address the Board, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Board and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Consent Items: All matters listed under the Consent Calendar are considered by the Board to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Board Member or a member of the public prior to when the Board votes on the motion to adopt.

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at www.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or hill@cccta.org. Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, November 21 at 9 a.m., County Connection Board Room
Administration & Finance:	Wednesday, November 6 at 9 a.m., County Connection Offices, 2477 Arnold Industrial Way, Concord, CA
Advisory Committee:	TBD
Marketing, Planning & Legislative:	Thursday, November 7 at 8:30 a.m., Supervisor Andersen's Office, 3338 Mt. Diablo Blvd. Lafayette, CA.
Operations & Scheduling:	Wednesday, November 6 at 8 a.m., Supervisor Andersen's Office, 309 Diablo Rd, Danville, CA 94526

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection staff at 925/676-1976 to verify date, time and location prior to attending a meeting. This agenda is posted on County Connection's Website (www.countyconnection.com) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California

County Connection

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CCCTA BOARD OF DIRECTORS

MINUTES OF THE REGULAR MEETING

September 19, 2024

CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Vice Chair Kevin Wilk called the regular meeting of the Board of Directors to order at 9:00 a.m. Board Members present were Directors Diaz, Howard, Hudson, Noack, Sos and Storer. Directors Andersen and Hoffmeister arrived after the meeting convened. Directors Tatzin and Worth were absent.

Staff: Churchill, Sherman, Boehm, Glenn, Hill, Horta, Johnson, Jones, Longmire, Martinez, Mitchell, Sanchez, Sanderson, VanBuskirk and Voltz

PUBLIC COMMUNICATION: None

CONSENT CALENDAR

MOTION: Director Storer moved approval of the Consent Calendar, consisting of the following item: (a) Approval of Minutes of Regular Meeting July 18, 2024; (b) 2025 Adjustment to Administrative Employees Cafeteria Plan Amounts and Resolution No. 2025-08; (c) DBE Program Update and Resolution No. 2025-09; (d) Amendment No. 1 to Clipper BayPass Pilot Program Participation Agreement and Resolution No. 2025-07. Director Sos seconded the motion, and it received the following vote of approval:

Aye: Directors Diaz, Hoffmeister, Howard, Hudson, Noack, Sos, Storer and Wilk
No: None
Abstain: None
Absent: Directors Andersen, Tatzin and Worth

REPORT OF VICE CHAIR:

Director Hoffmeister arrived at 9:02 a.m.

Director Andersen arrived at 9:03 a.m.

Election of CCCTA Officers

MOTION: Director Noack moved approval of the Election of CCCTA Officer:

Chair: Kevin Wilk

Vice Chair: Renata Sos

Secretary: Robert Storer

Director Howard seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Howard, Hudson, Noack, Sos, Storer and Wilk
No: None

Abstain: None
Absent: Directors Tatzin and Worth.

Seating of New CCCTA Officers and Announcement of 2023-2024 Committee Assignments

Administration & Finance Committee

Jim Diaz, Sue Noack and Don Tatzin

Marketing, Planning & Legislation Committee

Candace Andersen, Renata Sos and Amy Worth

Operations & Scheduling Committee

Laura Hoffmeister, Jay Howard, Dave Hudson and Robert Storer

REPORT OF GENERAL MANAGER:

Legal counsel, Julie Sherman, provided a status report on the Public Employees' Pension Reform Act (PEPRA) litigation. Julie Sherman will keep the Board informed of any developments.

Automated Driving System (ADS) Demonstration Project Update

Bill Churchill, General Manager, stated that on Thursday of last week CCTA coordinated a media event in downtown Martinez to highlight the automated driving system pilot project that is being implemented in partnership with the County Connection, the County Hospital, CCTA and May Mobility. It was a great turnout and Don Tatzin had an opportunity to say a few words. Although it has only be a few days, we are getting some positive feedback from the public.

Electric Bus Update

Bill Churchill explained that our electric buses have not been operational for the past three weeks as the WAVE charging system has not been operational. Staff has been actively engaged in working with WAVE to resolve the problem, but efforts have been hampered as it turns out the majority of the WAVE employees have been hired by a competing company. We have been told by WAVE that the employees that left took many of WAVE software files, technology and passwords with them making it very challenging for the remaining employees to service our equipment. They have been making progress in reengineering the software to reboot our onboard systems and will be making one more attempt to get it up and running today. If this latest attempt fails, an engineer will be coming to the authority tomorrow to begin changing out the communication equipment on the buses.

MTC Transportation Revenue Measure Update

Bill Churchill stated that MTC established a 21 member Transportation Revenue Measure Executive Group made up of the Transit Operator Executives and the MTC Executive to advise the Select Committee on the development of a new Measure. The goal is to complete the process and have a Measure recommendation by the end of October going to the Commission in November.

To date there are two proposals options being considered with a third option being each transit property facing an immediate fiscal cliff go to the voters on their own if neither of the first two options appear to be viable. This third option has been aptly referred to as the Transit Hunger games by the Executive Director of WETA Seamus Murphy.

REPORT OF STANDING COMMITTEES

Administration & Finance Committee

Advisory Committee Bylaws and Resolution No. 2025-11

John Sanderson, Director of ADA Services, gave a brief background stating that since 2019, the Advisory Committee has met on a bi-monthly schedule. However, recruiting and retaining members has been a persistent challenge. Staff, the Board, and the Advisory Committee members themselves have all been engaged with the problem. Although no single cause appears to entirely account for the difficulty, a soft consensus did emerge on several related factors. Most observers agreed that the cadence of the Advisory Committee's regular meetings one every other month made it difficult if not impossible for the Advisory Committee to be responsive to the needs of the Board and the Board subcommittees, which meet monthly. At the same time, many stakeholders came to share the view that the Advisory Committee did not have a sufficiently defined purpose or specific goals to guide its work. It was therefore determined by both the Advisory Committee and the Board that the Advisory Committee's Bylaws should be revised as necessary to attract and retain an engaged membership, and to provide relevant commentary on matters before the Board. Immediately following the May 2024 Board meeting, the Board held a workshop with the Advisory Committee to discuss potential changes to the Advisory Committee's Bylaws with the intent of increasing the Advisory Committee's effectiveness.

The main changes to the updated Bylaws, incorporating all feedback received from the Advisory and A&F Committees, are as follows:

- At-Large Members – The roster of members is increased from 11 to 16 with the addition of 5 “At-Large” Members appointed directly by the Board.
- Members' Term in Office – The standard term is increased to 3 years, with staggered terms to prevent an excessive number of vacancies from occurring at any one time.
- Code of Conduct and Removal of Members – A basic Code of Conduct for Members is included, as well as specific requirements and procedures for removing a Member for cause.
- Cadence of Meetings – The cadence of meetings is increased to one per month, to allow for more timely input to the Board.
- Ad-Hoc Subcommittees and Annual Workplan -- new sections allow for the creation of ad-hoc subcommittees focused on specific issues and call for the Advisory Committee to submit a workplan annually for approval by the Board

MOTION: Director Noack moved adoption Resolution 2025-11, which approves the proposed Advisory Committee Bylaws. Director Hoffmeister seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Howard, Hudson, Noack, Sos, Storer and Wilk

No: None

Abstain: None

Absent: Directors Tatzin and Worth

Operations & Scheduling Committee

Fixed Route Year End Report

Pranjal Dixit, Manager of Planning, informed the Board that bus schedules were adjusted four times during the 2023-2024 fiscal year to accommodate changes in school bell times, BART service, and traffic conditions. In August 2023, schedules were modified to align with the new BART schedule and improve on-time performance. To address increasing traffic congestion and shifting travel patterns, some route schedules in Concord and San

Ramon were adjusted in November 2023. And minor schedule and routing changes were implemented in January and June 2024 to address ongoing traffic congestion.

Overall, missed trips decreased by 55 percent in FY 2024 compared to the previous year, with only 0.29 percent of scheduled trips missed. However, on-time performance fell from 85 percent to 79 percent due to increased ridership and worsening traffic conditions after the pandemic. Additionally, in August 2023, County Connection switched to a new data platform (Swiftly) for more accurate on-time performance tracking, and staff believes that a portion of the change in reported on-time performance is due to the more accurate data provided by Swiftly.

Employer and school passes saw a significant increase in usage. County Connection's annual Pass2Class program, which provides students with three months of free bus rides starting in August 2023, contributed to this growth. Additionally, the return to in-person learning in schools, and employer in-person work mandates in offices boosted institutional pass usage.

Clipper usage among fare-paying riders also saw significant improvement, aided by an increase in fare discounts on Clipper START and wider adoption of Clipper Mobile. Of those who paid a fare, average Clipper usage was 79.8 percent, which was higher than the pre-COVID average of 76.4 percent. Information only.

Paratransit Year End Report

John Sanderson, Director of ADA and Specialized Services, explained that FY2024 was an important year for County Connection's Americans with Disabilities Act (ADA) and non-ADA paratransit programs and services. Most of the temporary COVID-19 mitigation programs adopted in FY20 and FY21 (including Meals on Wheels deliveries, school nutrition transportation, and food bank trips) ended in FY23. In FY24 monthly trip counts on both County Connection's LINK paratransit program and the Livermore Amador Valley Transit Authority (LAVTA) Dial-a-Ride (provided by County Connection under contract to LAVTA) remained lower than the pre-covid baselines, however the gap continues to narrow. At the same time, the One-Seat Ride (OSR) program grew significantly in FY24, and several other related programs also saw significant development, including the Low-Income Fare Equity (LIFE) program, the Travel Training program, and the nascent Autonomous Driving System (ADS) pilot partnership with the Contra Costa Transportation Authority (CCTA) and May Mobility.

Staff budgeted \$6,791,000 for LINK operations, \$1,320,000 for LAVTA Dial-a-Ride operations, and \$758,667 for other associated costs in FY24. Unfortunately, the increase in trip demand, combined with the increase in average trip length, and the decrease in revenue speeds led to actual costs coming in higher than expected, which required a mid-year budget correction that was presented to the Board in April. Final unaudited LINK costs exceeded the initial FY24 budget by 5.1%, LAVTA costs by 36.5% (reimbursed by LAVTA), and non-operational costs by 11.4%. The OSR pilot is excluded from most reporting, but actual program costs fell well within the \$600,000 budgeted. The higher-than-expected costs incurred in FY24 have been included in all calculations for the FY25 budget.

Real-Time Information Bus Stop Signs and Resolution No. 2025-10*

Kyle Boehm, Grants Administrator, explained that based on the existing condition of the installed signs and the opportunity presented for upgrading the technology, staff recommends replacing the existing signs with 28 new signs incorporating the newest technology from Urban Solar. The signs are 13-inch e-paper displays that are battery powered, display real-time data updated every 10 seconds, are enclosed in vandal-resistant enclosures, and include ADA-compliant text-to-speech capability. The content and layout of the new signs are customizable and will be designed to fit the information and branding needs of County Connection. Solar power was considered for the new signs, however, given the increased cost, the variability in solar feasibility at each individual stop, and advances in battery technology leading to longer lifespans (three to five years), the vendor recommended battery powered displays as the best fit for this implementation.

One sign is proposed for the stop with the greatest number of boardings in each of the jurisdictions within the County Connection service area (if that stop averages at least 10 boardings per day), with the remaining 18 signs proposed for the other busiest stops throughout the service area that are nonconsecutive, enabling greater distribution along certain routes and streets. Bus stops at the BART stations and transit centers have been excluded from this proposal pending completion of the Metropolitan Transportation Commission's (MTC) Regional Mapping & Wayfinding Project.

County Connection will procure the real-time signs through the California Association for Coordinated Transportation (CalACT) contract. The proposed cost includes a three-year hardware and battery warranty, a three-year license for the Content Management System, data, Urban Solar's operational fee, shipping and associated charges, and installation. The cost is included in the Fiscal Year 2025 Capital Budget.

MOTION: Director Storer moved adoption of Resolution No. 2025-10 authorizing the General Manager to execute the Real Time Sign Agreement with Urban Solar. Director Diaz seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Howard, Hudson, Noack, Sos, Storer and Wilk

No: None

Abstain: None

Absent: Directors Tatzin and Worth

Diesel Fuel Tank Replacement and Resolution No. 2025-06

Scott Mitchell, Chief Operating Officer, explained that County Connection has two 25,000 gallon single-wall diesel fuel tanks that were installed in 1981. The State Water Resources Control Board requires that all single-wall fuel tanks be replaced or removed by December 31, 2025. Single-wall underground storage tank systems that are not permanently closed will be out of compliance and cannot be operated. Although County Connection is actively engaged in migrating all buses to zero emission vehicles (ZEV) this process will take a minimum of 15 years to complete. In the meantime, it is imperative to replace the single-walled tanks in order to operate our existing diesel buses. Additionally, County Connection maintains the largest supply of renewable diesel in Central Contra Costa County, which has been identified as an emergency fuel source for emergency mitigation efforts by the County's Emergency Operations Center (EOC).

Staff has been researching multiple ways to replace these tanks to meet this regulation by December 31, 2025. Staff recommends purchasing two 25,000 gallon double-wall fuel tanks, piping, pumps, and fuel monitoring system from Blue1 Energy Equipment. Sourcewell is a cooperative purchasing program, which offers governmental agencies competitive pricing and terms. County Connection will then issue a separate Invitation for Bids (IFB) for the removal and replacement of the tanks – the IFB will meet all public works procurement requirements. Staff believes this two-step approach will reduce the cost and shorten the timeframe to complete the tank replacement. This project is included in the Capital budget.

MOTION: Director Storer moved adoption of Resolution No. 2025-06, authorizing the General Manager to release a purchase order and Letter to Proceed to Blue1 Energy Equipment for the purchase of two (2) fuel tanks. Total cost of the fuel tanks, including shipping to Concord facility, not to exceed \$481,573. Director Diaz seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Howard, Hudson, Noack, Sos, Storer and Wilk

No: None

Abstain: None

Absent: Directors Tatzin and Worth

BOARD COMMUNICATION: None

CLOSED SESSION:

Liability Claims (Government Code Section 54956.95) Claim against Central Contra Costa Transit Authority;
Claimant: Shannon Cross

The Board of Directors went into Closed Session at 11:15 a.m.

OPEN SESSION:

Report of Action(s) taken during the Closed Session

The Board of Directors came back into open session at 11:24 a.m. No reportable action was taken.

ADJOURNMENT: Chair Wilk adjourned the regular Board meeting at 11:25 a.m. am.

Minutes prepared by:

Lathina Hill

Asst to the General Manager/Clerk to the Board of Directors

Date: October 15, 2024

To: Administration and Finance Committee

Date: 10/9/2024

From: Kyle Boehm, Grants Administrator

Reviewed by: 

SUBJECT: FY 2024-25 SB1 State of Good Repair Funds

Background:

Senate Bill 1 (SB1) provides over \$100 million annually to transit operators for eligible transit maintenance, rehabilitation, and capital projects. These funds are referred to as State of Good Repair (SGR). The SGR Program is funded from a portion of a new Transportation Improvement fee on vehicle registrations. Based on the latest State Controller's Office (SCO) allocation estimate, County Connection is eligible to receive \$144,056.

Eligible projects for SGR funding include security equipment and systems as well as preventative maintenance. Staff is proposing to use SGR funds to support the ongoing maintenance of our onboard technology, including radio, onboard computer, and CAD/AVL systems.

Financial Implications:

Using FY 2024-25 SGR funds to pay for ongoing ITS maintenance costs will directly offset operating expenses.

Recommendation:

The Administration and Finance Committee and staff recommend applying for a grant amount of \$144,056 in FY 2024-25 SGR funds to pay for the ongoing maintenance expenses related to onboard ITS systems.

Action Requested:

The Administration and Finance Committee and staff request Board approval of Resolution No. 2025-12 for the General Manager to apply and execute any agreements, amendments, certifications and assurances, and related documents for the SB1 State of Good Repair Program required by the California Department of Transportation and the Metropolitan Transportation Commission.

Attachments:

Resolution No. 2025-12

RESOLUTION NO. 2025-12

**BOARD OF DIRECTORS
CENTRAL CONTRA COSTA TRANSIT AUTHORITY
STATE OF CALIFORNIA**

* * *

**AUTHORIZING THE GENERAL MANAGER TO SUBMIT A GRANT APPLICATION
FOR FY 2024-2025 STATE OF GOOD REPAIR FUNDS**

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (Member Jurisdictions) have formed the Central Contra Costa Transit Authority (CCCTA), a joint exercise of powers agency created under California Government Code Section 6500 et seq., for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions and certain unincorporated portions of Contra Costa County;

WHEREAS, Senate Bill 1 ("SB1"), the Road Repair and Accountability Act of 2017, established the State of Good Repair Program to fund eligible transit maintenance, rehabilitation and capital project activities that maintain the public transit system in a state of good repair; and

WHEREAS, based on the State Controller's Office allocation estimate, CCCTA is eligible to receive \$144,056 in FY 2024-2025 SB1 State of Good Repair Program funds, which are proposed to be used for ongoing maintenance expenses associated with CCCTA's onboard ITS systems.

NOW, THEREFORE, BE IT RESOLVED by the Central Contra Costa Transit Authority Board of Directors that the General Manager, or his designee, is authorized to apply for funds from the FY 2024-2025 SB1 State of Good Repair Program, and to execute any agreements, amendments, certification and assurances, and related documents for the SB1 State of Good Repair Program required by the California Department of Transportation and the Metropolitan Transportation Commission.

Regularly passed and adopted this 24th day of October 2024, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Kevin Wilk, Chair, Board of Directors

ATTEST:

Lathina Hill, Clerk to the Board

To: Board of Directors

Date: 10/24/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Bus Advertising Contract

Background:

County Connection currently contracts with Vector Media for on-bus advertising services. The contract began on January 1, 2019, and included three years plus the option for two additional years. Both option years were executed, and the current contract will expire on December 31, 2024. The contract includes exterior advertising, including full coverage ads on up to 20% of the fleet; and interior advertising, including digital ad space on monitors mounted inside the 2300-series buses (40 in total). Compensation is based on a percentage of gross revenues with a minimum annual guarantee (MAG), whichever is greater.

The originally agreed upon MAG was \$525,000, with an increase of \$25,000 each year over the five-year contract. The contract was amended to a lesser MAG in 2022 in response to the impacts of the COVID-19 pandemic. The Board approved the amendment, and in this final year of the contract, County Connection will receive a MAG of \$350,000 or 70% of the previous year's gross advertising revenue, whichever is greater. To date, revenues have never exceeded the minimum guaranteed threshold.

RFP Process:

Staff released a Request for Proposals (RFP) for a new contract on August 1, 2024. Bid notices were published in the local newspaper, sent directly to three firms (Vector Media, Lamar Transit, and Outfront Media), and advertised broadly across social media (LinkedIn, Facebook, X, and Threads). County Connection's current vendor, Vector Media, chose not to submit a proposal, claiming that they had not received the level of success they were hoping for in the current contract period. LAVTA (Wheels) and Tri Delta Transit staff both reported a reduction in advertising revenue since the pandemic, which may speak to the response to County Connection's bus advertising RFP.

One proposal was received by the September 16, 2024 deadline from Lamar Transit, LLC (Lamar), and staff has found it to meet the minimum standards set forth in the RFP. Lamar had also previously held an advertising contract with County Connection from 2009 to 2019.

Proposed Revenues:

Proposers were asked to provide pricing for two ad space coverage options, as well as two payment pricing structures: a fixed annual guarantee, or a share of gross revenue with a minimum monthly guarantee. A summary of Lamar's proposal is shown below.

Contract Year	Lamar	
	Fixed Annual Guarantee (paid annually in advance)	% of Gross with Monthly Guarantee (paid monthly)
<i>Option A: Ads below the windows only</i>		
Base Year 1	\$160,000	45% / \$13,333
Base Year 2	\$165,000	45% / \$13,750
Base Year 3	\$170,000	45% / \$14,166
Option Year 1	\$175,000	45% / \$14,583
Option Year 2	\$180,000	45% / \$15,000
<i>Option B: Full wrap coverage on up to 20% of the fleet</i>		
Base Year 1	\$200,000	50% / \$16,666
Base Year 2	\$205,000	50% / \$17,083
Base Year 3	\$210,000	50% / \$17,500
Option Year 1	\$215,000	50% / \$17,916
Option Year 2	\$220,000	50% / \$18,333

For comparison, Lamar’s proposal base year one begins at \$160,000 for Option A, which is a 68% reduction from Vector’s 2019 proposal of \$500,000 for the first year of Option A. Staff believes the drop in guaranteed revenue is indicative of the times and reflects how businesses are investing their advertising dollars.

Financial Implications:

Award of the contract to the recommended proposer, Lamar, would provide a minimum of \$495,000 in advertising revenue over the three-year contract term, and an additional \$355,000 if the two one-year option terms are exercised.

Recommendation:

Staff recommends that a contract for bus advertising services be awarded to Lamar Transit, LLC, commencing January 1, 2024, for three years with two one-year options. Staff further recommends that the contract continue with Option B to allow full coverage ads on no more than 20% of the fleet, and that revenues paid to County Connection are based on a percentage share of gross revenue with a minimum monthly guarantee. With the broad decline in advertising revenue, Lamar’s Option B proposal will provide the highest possible revenue for County Connection by offering more options to interested advertisers.

Action Requested:

The Marketing, Planning, and Legislative Committee and staff request Board approval of Resolution No. 2025-13 for the General Manager authorize the General Manager or designee to execute a contract with Lamar Transit, LLC for bus advertising services consisting of full coverage advertisements on no more than 20% of CCCTA's fleet for a three-year base term with up to two additional one-year option terms.

Attachments:

Resolution No. 2025-13

RESOLUTION NO. 2025-13

**BOARD OF DIRECTORS
CENTRAL CONTRA COSTA TRANSIT AUTHORITY
STATE OF CALIFORNIA**

* * *

**AUTHORIZING THE GENERAL MANAGER TO EXECUTE A CONTRACT
WITH LAMAR TRANSIT, LLC FOR BUS ADVERTISING SERVICES**

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (Member Jurisdictions) have formed the Central Contra Costa Transit Authority (CCCTA), a joint exercise of powers agency created under California Government Code Section 6500 et seq., for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions and certain unincorporated portions of Contra Costa County;

WHEREAS, CCCTA's current contract for bus advertising services expires on December 31, 2024;

WHEREAS, on August 1, 2024, CCCTA issued a Request for Proposals (RFP) for bus advertising services, and received one proposal from Lamar Transit, LLC (Lamar);

WHEREAS, staff determined that competition was adequate, Lamar's proposal satisfies the minimum requirements set forth in the RFP, Lamar is experienced and qualified to perform the services, and Lamar's proposed revenue share for CCCTA is fair and reasonable;

WHEREAS, based on the compensation structure selected by staff, Lamar will provide a minimum of \$495,000 in advertising revenue to CCCTA over the three-year base contract term, and up to an additional \$355,000 if both one-year option terms are exercised by CCCTA; and

WHEREAS, staff recommends and the Marketing, Planning, and Legislative Committee concurs that the Board of Directors authorize the General Manager or designee to execute a contract with Lamar Transit, LLC for bus advertising services consisting of full coverage advertisements on no more than 20% of CCCTA's fleet for a three-year base term with up to two additional one-year option terms.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Central Contra Costa Transit Authority authorizes the General Manager or designee to execute a contract with Lamar Transit, LLC for bus advertising services consisting of full coverage advertisements on no more than 20% of CCCTA's fleet for a three-year base term with up to two additional one-year option terms, in a form approved by legal counsel;

BE IT FURTHER RESOLVED that the General Manager or designee is authorized to exercise up to two one-year option terms, if in the best interest of CCCTA; and

BE IT FURTHER RESOLVED that the General Manager or designee is authorized to take any other actions necessary to give effect to this resolution.

Regularly passed and adopted this 24th day of October, 2024 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Kevin Wilk, Chair, Board of Directors

ATTEST:

Lathina Hill, Clerk to the Board

To: Board of Directors

Date: 10/24/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: *RJ*

SUBJECT: Summer Youth Pass Update

Background:

In 2019, County Connection partnered with 511 Contra Costa and neighboring transit agencies Tri Delta Transit and WestCAT to offer a joint summer youth pass providing unlimited rides on the three bus systems from June through August. This pass replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019. Due to COVID-19, the Summer Youth Pass (SYP) program was not offered in 2020 or 2021. However, once restrictions were lifted and schools returned to in-person instruction, the program was offered again starting in 2022.

Pass Sales:

The SYP pass is valued at \$60 and 511 Contra Costa provided a subsidy of \$30 per pass, cutting the actual retail cost in half. Revenues from pass sales are distributed to the transit agencies based on the customers' home address. 511 Contra Costa managed the design and production of the passes, as well as online sales and fulfillment. County Connection staff sold passes through the Mobile Lobby as well as our main lobby.

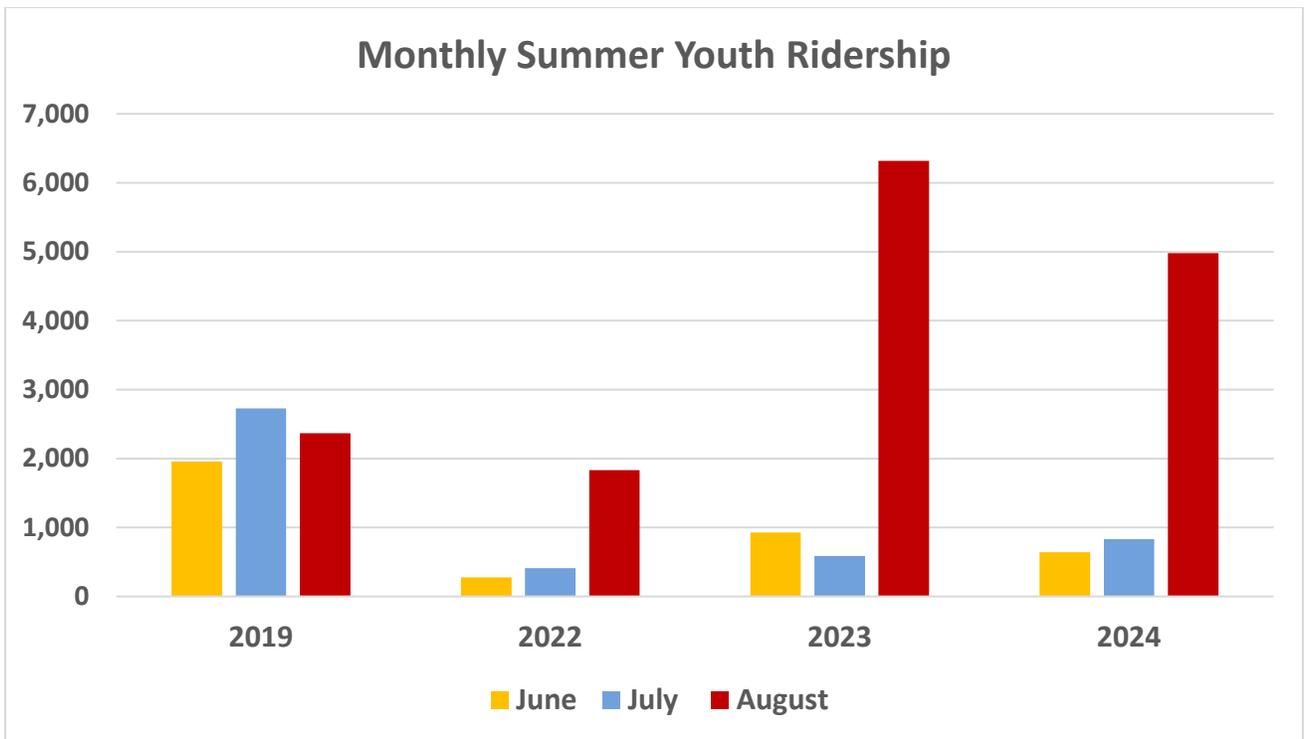
In total, there were 314 passes sold this season (County Connection - 80, Tri Delta Transit - 186, and WestCAT - 48). County Connection's total pass sales were up 12 passes from 2023, and down 213 passes from 2019, when the pass was first introduced.

Pass Usage:

Sales with the Summer Youth Pass has been slowly increasing following the pandemic, which suggests that those using the pass are riding more frequently. However, this year, even with an increase in pass sales, the usage on County Connection buses is down approximately 19% across three months of use (June-August).

MONTH	TRIPS 2019	2020-2021 Summer Youth Program Not Offered	TRIPS 2022	TRIPS 2023	TRIPS 2024
June	1,956		276	928	642
July	2,726		412	587	830
August	2,367		1,833	6,317	4,982
TOTAL TRIPS	7,049		2,521	7,832	6,454

A total of 6,454 trips were taken using the pass, which equates to an average of 81 rides taken per pass. Based on the retail price of \$30 per pass, this averages to about \$0.37 per ride.



Financial Implications:

Total revenue received by County Connection for the 2024 Summer Youth Pass program was \$4,800 (\$720 more than 2023 sales). This includes a subsidy from 511 Contra Costa of \$2,400 towards the cost of the pass. In addition, 511 Contra Costa covered the costs of operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign.

Future of Summer Youth Pass:

Last week, 511 Contra Costa informed staff that they will not be continuing the Summer Youth Pass Program. Funding for the program, which has been supported by Transportation Fund for Clean Air (TFCA) funds from the Air District and distributed by CCTA, is now open for use by additional programs, reducing the available resources to continue to fully subsidize the Summer Youth Pass. Staff at 511 Contra Costa shared that they did, however, submit a request to continue to fund Pass2Class, which is offered to Contra Costa students at the start of the school year through the end of October. In an effort to continue a summer youth transit option, staff has connected with WestCAT and Tri Delta Transit staff, the two other agencies who participate in the Summer Youth Pass program, to explore alternative funding models and a possible replacement program.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.